

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of	:
	:
Sung-chul SOHN	: Confirmation No. 4361
	:
Application No. 10/563,287	: Group Art Unit: 2617
	:
Filed: January 3, 2006	: Examiner: Not Yet Assigned
	:

For: SYSTEM AND METHOD FOR ZONE-BASED PERSONALIZED INFORMATION
PROVIDING

**NEW POWER OF ATTORNEY AND
CHANGE OF CORRESPONDENCE ADDRESS**

COMMISSIONER FOR PATENTS
PO BOX 1450
ALEXANDRIA, VA 22313-1450

SIR:

The undersigned representative of **SK Telecom Co., Ltd.**, and Sung-Chul SOHN, are the joint owners of the entire right, title and interest of the above-identified application by virtue of assignment recorded on April 19, 2007 at **Reel No. 019182** and **Frame No. 0134**, hereby revoke any and all previous Powers of Attorney, and appoint the practitioners associated with the **Customer Number 22429** as Assignee's attorneys with full power of substitution and revocation, to prosecute said patent application, receive any Letters Patent and to take any and all other actions with regard to this patent application and any Letters Patent issuing thereon, and request that all correspondence be sent to **Customer No. 22429** or **Lowe Hauptman Ham & Berner, LLP., 1700 Diagonal Road, Suite 300, Alexandria, Virginia 22314.**

CERTIFICATION UNDER 37 C.F.R. 3.73(b)

I, the undersigned, certify that I am an individual empowered to act on behalf of **SK Telecom Co., Ltd.**, the assignee of the entire right, title and interest of the above-identified application by virtue of an

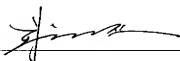
assignment from the inventor(s).

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

SK Telecom Co., Ltd.

Date of Signature: June 14, 2008

Signature: _____



Name: Suk-Jin HWANG

Title of Signor: Executive Director

Sung-Chul SOHN

Date of Signature: June 13, 2008

Signature: _____

